





The Aviva approach to Good Decisions

Delivering our strategy needs us to transform the business **from fix to grow**. This means everyone, at every level of Aviva, **using the values to make Good Decisions**.

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Care More
 Decisions that have the customer, our colleagues, and community at the heart.
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Never Rest
 Decisions that stretch our ambition and accelerate our pace.
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Kill Complexity
 Decisions that create clarity, simplicity, and drive efficiency.
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Create Legacy
 Decisions that create the best result for all of Aviva, for the long term.

